

ALBERTA ELKS NEWS



National Volunteer Week

APRIL 19-25

Do you have an outstanding member in your lodge that you would like to recognize? We would like to recognize them too! Your Provincial Communications Committee is hosting our own Volunteer week ELKS edition. Nomination forms are available on our website at <http://elksofalberta.ca> under forms. It is important that you fill out the form and send a picture to elks.secretary@abelks.org so we can properly recognize our fantastic volunteers. Volunteers will be featured on our Facebook page and receive a certificate of appreciation from the Association. Thank you for participating.

Alberta Elks Association Annual Toy Drive

in support of
Alberta Children's Hospital
Stollery Children's Hospital

Last year with the support of the Brothers and Sisters of this great organization we were able to raise \$6000.00 and hundreds of new toys, books, crafts, and puzzles for our Alberta Children's Hospitals. This year I believe we can do it again and more! Join the Alberta Elks Association in our 2nd Annual Toys Drive!

Over 50% of children born in Alberta will access a children's hospital in one form or another. For many of our Elks families the children's hospitals have played an active role in their lives. This is a small way to help pay it forward to help kids be kids during their stay in the hospital!

Children's hospitals try to make the kids as comfortable as possible. They provide the children with craft rooms, play rooms, libraries, play areas and more. Due to the severity of some of the illnesses toy swapping isn't always possible. Toys get damaged easily during the sterilization process, making restocking toys a high priority! Children admitted into the hospital during their birthday's or Christmas receive a present as well!

Wish List

- Toys
- Books
- Crafting Supplies
- Markers
- Sketch Pads
- Playdoh
- Video Games
- Board Games
- Electronics
- Personal Hygiene Products
- Ear Buds
- Adult Activity Books
- Kid Band-aids
- Small Lego Kits
- Walmart Gift Cards
- Michaels Gift Cards
- Sports Check Gift Cards
- I pads
- Laptops

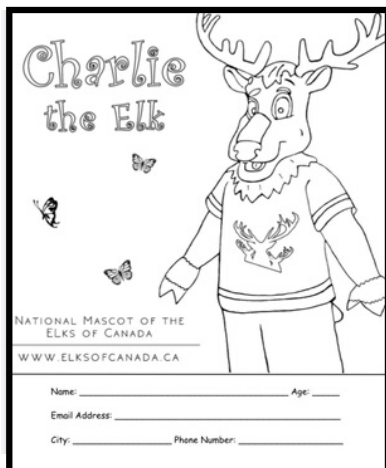


Cash donations can be sent to the Alberta Elks Association, Po Box 445, Bentley AB, T0C 0J0. Mark it for Toy Drive in the memo. Donations will be split between the Alberta Children's Hospital and the Stollery Children's Hospital

Charlie the Elk Coloring Contest

Don't let kids be bored during self isolation! The coloring contest is still a go! Entries are due May 1, 2020 and will not be accepted after that date.

Winner of the coloring contest will win a \$100.00 Amazon gift card. To download our coloring contest sheet please visit our website at <http://elksofalberta.ca>. Coloring sheets can be found under News and Notices. Print them off, and email them to your friends. When you have completed coloring take a picture or scan in your work of art and email the photo to elks.secretary@abelks.org.



THE DIFFERENCE MAKERS



Alberta Elks Association Communications Committee wants to recognize you, the lodges of the Alberta Elks Association for your tireless work. Congratulations and well done lodges! The total on the certificate is since 2011 and the totals were from what Grand Lodge has on file from your reports. Your number is amazing. Be proud of your number - we sure are! Kindly remind the District Deputies to forward pictures to the association office. Lodges - we encourage you to put your picture into your local newspaper to remind your town how important you truly are.



Brother Benci Turns 100

Brother Frank Benci celebrated his 100th birthday on January 17, 2020. He was born on January 17, 1920, and joined the Picture Butte Elks in 1966. He is a 53 year member of the Elks of Canada. ER Brother Jason Medve presented Brother Benci with a plaque on behalf of Grand Lodge

Happy Birthday



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RAFFLE UPDATE - URGENT- PLEASE READ

Please be advised that due to the COVID-19 outbreak and the guidelines for gatherings and social distances, AGLC has allowed us to postpone our 2nd Early Bird Draw from April 9th to May 14th. This means that we will be holding 2 draws on May 14th at the Elks Hall in Didsbury. I ask that the lodges continue to sell as they can, as I realize that the selling in malls, grocery stores, etc. is not possible until we are through this pandemic. We want all our members to be safe. After the May 14th draw, we will still have over a month to the end of the raffle and it is hoped by then that we can get out and sell. Unfortunately, some of our annual events that we sell at will have been cancelled at that time. I am requesting at this time that you DO NOT return unsold books, as I have enough here to keep our members supplied. Please send what you have left unsold to me in June along with the last of your sold books. I would like to applaud those lodges who took advantage of the tickets coming out early as we have 25 lodges that have sold through. Great job!

My second part of this update is to inform you of the results of our annual review of my Financial Report for Raffle #50. After 5 years of being told that your commissions could be put into your general account, I have now been informed by a new auditor that these funds are still considered gaming funds and must be put into your gaming account. This will be a change for this year going forward. After explaining to AGLC that I had been misinformed 5 years ago, it does not appear that there is any intention of AGLC trying to go back over the last 5 years. The auditor just wanted to make sure that it is corrected going forward. I do apologize for this as I was telling you what had been told to me. When you receive your commission this year please make sure that it goes into your Lodges' gaming account and is used for the approved purposes. If anyone needs further information, please feel free to contact me at meward25@telus.net.



ALBERTA ELKS FOUNDATION
51st ANNUAL RAFFLE

First Prize
\$30,000 CASH

Second Prize
\$10,000 CASH

Third Prize
\$5,000 CASH

Fourth Prize
Fas Gas Gift Cards
Value \$1500

Tickets
\$2 each OR 3 for \$5

FINAL DRAW DATE JUNE 27, 2020
All draws to take place at Didsbury Elks Hall, 1914 - 20th St., Didsbury, AB T0M 0W0

Early Bird Draws
March 12, 2020 \$500 Fas Gas Gift Card
April 9, 2020 \$750 Fas Gas Gift Card
May 14, 2020 \$750 Fas Gas Gift Card

79,390 TICKETS PRINTED

WHAT IS A HASHTAG AND WHY DO I NEED TO USE THEM?

A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. For example, #InboundHour and #ChocolateLovers are both hashtags. You can put these hashtags anywhere in your social media posts: in the beginning, at the end, or anywhere in between.

These #hashtags tie public conversations from all different users into a single stream, which you can find by searching for a hashtag or clicking on an existing one. **NOTE:** In order for a post with a hashtag to appear in anyone's search, the post must be public. While hashtags were originally made famous by Twitter in 2007, they're now used on many major social networks, including Facebook, Pinterest, Instagram and even LinkedIn.

So why should I use a hashtag?

There are plenty of reasons why you should be using hashtags in your social media posts—but if we had to break down the top three reasons, they'd be:

- 1. Increased Engagement** Using hashtags in your social media posts can greatly increase awareness and engagement. Twitter reported that brands who use hashtags see a 50% increase in engagement compared to those who don't. Hashtags have also been shown to positively impact your number of retweets as well. People found that tweets that include hashtags were 55% more likely to be retweeted and shared by other users.
- 2. Brand Building** Hashtags are a very effective way to build your brand via promotional material, announcing new products, or just generating interest for your organization.
- 3. Find Your Audience** Hashtags aren't just good for brand building and engagement—they can also help you find your target audience as well. More specifically, hashtags can help your target audience find you. This method is especially effective within social media sites like Instagram where users can follow hashtags and see all the posts that use them. For example, if someone follows the hashtag #travel, they'll see recent posts that have that hashtag in their feed.

So now that you know a little bit more about #hashtags, here are some of the ones the Alberta Elks Association and the Elks of Canada use in our social media posts;

#ElksProud#ABElksAssociation#ABElksFoundation#TabsforTots#ServantHeart #ElksDo

Want to share with us the #hashtags that you use in your social media posts as well? Email them to Lynda at elks.secretary@abelks.org



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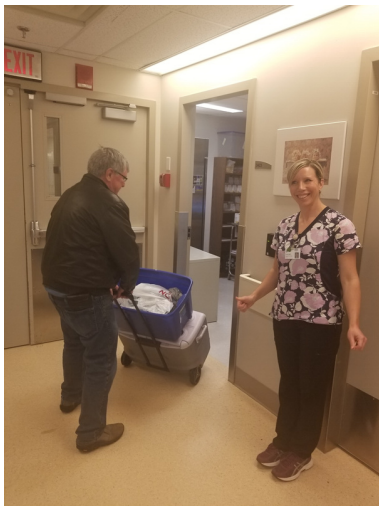
The Elks Foundation was able to match the Viking Elks No.83 donation for a total of \$2400. The money will be used to help the Vialta Lodge rebuild their Gazebo roof

Bow Island Elks Helping Others



Bow Island 440 Elks Lodge invited representatives from Halo Air Ambulance, Meals on Wheels, Food Bank and Bow Island Handi Bus to receive donations made by the Bow Island Elks Lodge to their organizations.
Well done Bow Island 440

Amazing Job Sherwood Park



The Sherwood Park Elks have assisted Northern Star Mothers Milk Bank by picking up milk from the donors houses. They deliver the milk (frozen) to the Grey Nuns Hospital Northern Star who asked if they could assist during the Covid 19 crisis. Brother Gord McLeod and Brother Leonard Shain agreed it was something they could do to help out in this trying time. They pickup in the Edmonton area, (Spruce Grove, Leduc, St Albert, Fort Sask, Sherwood Park) as well as the city of Edmonton. The hospital does not want a lot of people going to their location, as well as the mothers did not want to go to the hospital with their young child. The Brothers have picked up 4 times so far, and both the mothers (donors) and Northern Star appreciate this service. The milk is then stored in a freezer until there is at least 3 coolers full of milk, then it is shipped to Calgary to be tested, pasteurized and sent to locations that need the milk. To date we have picked up from locations, and continue to receive calls each week for more locations. Here is a picture of Gord and a nurse when we dropped off the milk.



ALBERTA ELKS ASSOCIATION ANNUAL WALK-A-THONS

North Zone – Valleyview Elks & Royal Purple Elks
North Central Zone – Breton Royal Purple Elks

South Central Zone – Acme Elks
South Central Zone – Hanna Elks

Funds raised support the Fund for Children. Watch for further information in the coming days. This Photo by Unknown Author is licensed under CC BY-SA



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Miles View

By Miles Johnson

Ok! So I've done a few of these pieces and one of my Sisters on the Lodge Executive pointed out that I had never introduced myself or for that matter said how these vignettes came about. My name is Miles Johnson and I have the Honour and Good Fortune to serve as the Leading Knight of 412 Medicine Hat. Our Lodge is somewhat unique as most of our members, even on the executive, are very junior to the lodge. That is with the exception for the Worthy Esquire who joined the Lodge about the same time as they were digging the South Saskatchewan River. Anyway, most of us really knew very little about Elkdom. Rituals had for the most part disappeared and our now Past Exalted Ruler tasked me with doing some lectures on "Elk Stuff". The District Deputy heard a lecture on Elks Lodge vs Elks Club and asked if I would send some of my writings to the Newsletter. So, if anyone doesn't like this idea....." It's Brad's fault". This piece is sort of long so I've divided it into two sections.

Ever since I started in the Lodge I have heard it referred to as the Elks Lodge or at other times the Elks Club. I often wondered if there was a difference, because the terms are almost interchangeably used. Clubs usually are set up for a specific purpose. They do very little vetting of prospective members other than a common interest in the shared activity.

So for the most part Lodges began life a few hundred years ago as for the most part of trade guilds. The Mason's for masons, the Odd Fellows for odd non unionized trades, my favourite the Buffalo's for actors. Others were on religious lines such as the Orange Order and later The Knights of Columbus. As North America was settled new Lodges sprang up. The purpose of these Lodges was in many ways to set up a social safety net that governments now tend to do.. Even today we ALL have made a promise before our Creator to come to the aid of another Elk. Other Lodges began to provide services to groups of immigrants. The Sons of Norway and the Chinese Masonic Lodge come to mind. They provided an artificial extended family for people far from home. This was all very common, here in Medicine Hat in 1914 the Henderson Directory identified some 20 different Lodge organizations. So where did this "Club" thing come from?

As far as I can tell it began in the 1920's with the end of prohibition. In 1917 a group of people persuaded the government that the world would be a far better place if people were not allowed to drink alcohol. In 1924 the Alberta and Saskatchewan Governments figured out that this caused even more problems than it solved. As an aside the poor folks in Prince Edward Island had to wait until 1948 to legally consume a wobbly pop. Anyway, the UFA government in Alberta (yes you read that right from 1921 to 1934 the COOP governed Alberta, and then the Great Depression, the Social Credit Party and The Premier getting convicted under the Alberta Seduction Act led them to decided that they should stick to selling Gasoline and Farm Goods, decide to legalize the sale of alcohol, but there had to be rules! Beer Parlors had to be in Hotels that served food and supplied rooms for rent, and they could only serve, well, beer. Women couldn't go into a Beer Parlor without being accompanied by a man. You couldn't buy a beer and then walk over to your friends table, you had to be 21 yrs of age and then there were racial criteria that is so obscene we won't even get into it.

But what about the people that wanted to go out for a nice dinner, maybe have a whisky to start the evening, take the wife and have a nice bottle of wine with their supper, maybe a brandy after? The Government's response was: what? Let people do what they want? We can't have that! There'll be rioting in the streets, civilization will crumble. And besides there were still a lot of temperance people and we want their votes. But we want the wine drinkers' votes too...What is a Government to do? And then they came up with the IDEA!

I know, an extremely enterprising, self serving party guy shouted. We'll sell special Liquor Licenses for big bucks to clubs and fraternal orders. Then they will be responsible for running the liquor establishments. We'll make it so they have to take part of their profits and donate it back to the community and then we'll be off the hook for building arenas, campgrounds, ball diamonds and sponsoring clubs like 4H. (Hey, wait a minute, didn't we all hear this same shtick about casinos and VLT). We'll satisfy everyone and limit our responsibility with small cash outlay. Perfection! And the Club was born.



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